



Big Data for Social Good: AI Ethics Principles

Artificial Intelligence (AI) is the ability of a machine or computer to emulate human tasks through learning and automation. AI presents ground-breaking opportunities for individuals and businesses across the digital ecosystem, while also presenting challenges, including questions about responsible and trustworthy use of data. ‘Trustworthy AI’ grounded in the right frameworks and principles, designed and deployed in a manner consistent with international, human rights conventions, and supported through research, training, and education, can lead to exponential benefits for society and the global economy.

To reach the mobile industry’s goal of intelligently connecting everyone and everything to a better future, mobile network operators (MNOs) are engaged in a variety of efforts to meet the UN Sustainable Development Goals, including through their involvement in the GSMA Big Data for Social Good initiative.

MNOs working on Big Data for Social Good projects can harness trustworthy AI by ensuring the ethical use of AI and protecting personal data.

The application of existing laws, regulations, and privacy principles such as the GSMA Mobile Privacy Principles can help mitigate privacy and ethics risks associated with AI. In addition to these frameworks, the GSMA recommends the adoption of the following principles by MNOs using AI for social good.

To learn more, visit the policy and regulation section of the GSMA Big Data for Social Good Digital Toolkit [gsma.com/bigdatatoolkit](https://www.gsma.com/bigdatatoolkit)

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Do no harm: Development and deployment of AI systems should respect human rights and should not cause human rights harm to individuals or groups. Particular care should be given to preventing harm to vulnerable individuals or groups.



Be inclusive: Mobile network operators should support inclusion and equity, and should strive to ensure that the benefits of their AI-based technologies are broadly accessible.



Be Fair: AI systems should incorporate human oversight. Mobile operators should strive to ensure that data used in AI is accurate and not unfairly biased. AI should not be used to make decisions that may affect any group or individual in an unfair or discriminatory way (e.g., discriminatory on the basis of a protected characteristic such as race, gender, etc.).



Ensure Transparency: Individuals should be informed about when they are communicating with AI-powered systems instead of a human (e.g., conversational AI). Decisions made with AI should be explainable to impacted individuals.



Embed Accountability: Mobile network operators should be accountable for their use of AI, and should promote these principles towards third parties they engage for social good purposes.



Adopt privacy and ethics by design: AI systems should be designed and deployed according to a privacy and ethics by design ethos or methodology at each stage of the lifecycle, with input from relevant teams within the mobile network operator.



Advance security and safety: Access to AI systems and their underlying data should be controlled and subject to audits or other accountability measures. State of the art security measures should be used wherever possible. Mobile network operator employees should implement security best practices.



Support sustainability and societal well-being: Sustainability and societal well-being should be taken into consideration during AI systems development and deployment.



The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with almost 400 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

With these principles in place, mobile network operators can responsibly harness AI for social good, furthering the goal of meeting the UN Sustainable Development Goals, while sustaining consumer trust.

For further information please go to:

GSMA Big Data for Social Good website
gsma.com/betterfuture/bd4sg

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